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## News Letter

No. 79

February 20, 1931

American Management Association

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### Industrial Marketing Conference

An opportunity to become fully acquainted with the industrial marketing activities of the Department of Commerce has been arranged by C. R. CARY, Vice President in charge of the Industrial Marketing Division of the American Management Association and Vice President of Leeds & Northrup Company, and by T. M. McNIECE, Chairman of the Industrial Marketing Research Committee of the Association, Union Carbide and Affiliated Companies.

Various executives of the Department of Commerce, and Bureau of the Census will meet with members of the Association at the Hotel Washington, Washington, D. C., at 9:30 A. M., Thursday, March 19, 1931, the meeting continuing through the day.

The Department of Commerce executives who will appear before the Committee include representatives of the Bureau of Foreign and Domestic Commerce, the Census Bureau and the Bureau of Mines and for the purpose of explaining what various departments of the Government can serve those who are marketing to industry.

Members of the Association who are interested in attending this conference in Washington are requested to write to the Managing Director for further information.

## **Insurance Conference**

The second **Insurance Conference** under the direction of P. D. BETTERLEY, Assistant Treasurer, Graton & Knight Company, will be held by the Insurance Division at the Palmer House, Chicago, Illinois, April 27, 28 and 29, 1931. The topics on the program are:

### **Monday, April 27**

**Multiple Location Floater Insurance**, by ALBERT W. PELL, Treasurer, Lamont, Corliss & Company.

**Foreign Marine Insurance**, by ALAN M. MACINTIRE, Assistant Treasurer, United Fruit Company.

### **Afternoon Session**

**Domestic Marine Insurance**, by MR. MACINTIRE.

**Use and Occupancy Insurance**, by MR. BETTERLEY.

### **Tuesday, April 28**

**Catastrophe Hazards**, by H. W. MAYNARD, Manager, Industrial Accounting Department, Herbert F. French Company.

**Prevention of Losses**, by A. T. BELL, Secretary, Leeds and Lippincott Company; Chairman of Executive Committee, National Fire Protection Association.

### **Wednesday, April 29**

**Products Liability**, by L. H. WIGGERS, Insurance Manager, The Procter & Gamble Company.

**Employers' Public and Contingent Liability Risks**, by D. M. LOUGHMAN, Insurance Director, General Outdoor Advertising Company.

**Business Life Insurance**, by EDWARD M. MCMAHON, Second Vice President, Chase National Bank.

### **Afternoon Session**

**Round Table Conference**. Let by MR. BETTERLEY.

A feature of the Conference will be the visit to the Underwriters' Laboratories, 207 East Ohio Street, on Tuesday afternoon, April 28, following a luncheon which will be addressed by DANA PIERCE, President of the Underwriters' Laboratories.

Tuesday evening, the 28th, will be devoted to a dinner and round table conference with opportunity



A registration fee of \$10 will be charged non-members.

IRWIN D. WOLF, Vice President in charge of the Consumer Marketing Division; Secretary, Kaufmann Department Stores, Inc., announces a Packaging Conference, Clinic and Exhibition to be held by the Consumer Marketing Division, Hotel Pennsylvania, New York, N. Y., May 19, 20 and 21, 1931. Among the papers which will be presented are:

**The Family of Packages**, by ARTHUR H. OGLE, Assistant Marketing Director, Bauer & Black Division, The Kendall Company.

**Color and Design in Packaging**, by ARTHUR S. ALLEN.

Other topics on which there will probably be papers are:

The morning sessions on Wednesday, the 20th and Thursday, the 21st, will be devoted to a **Packaging Clinic** in which typical packages will be presented for clinical discussion by a number of package experts and by the registrants.

## Industrial Marketing Executives of New York

The Industrial Marketing Executives of New York (affiliated with the American Management Association) has been established by a Committee consisting of:

Members of the Association elsewhere than in New York interested in having New York Branch meetings of the Industrial Museum New York are advised to so inform the Director of the Association.

## Company

## Vato, All Union Automobile :

Savings Bank Life Insurance  
point of the Employer, by  
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chusetts, October 23, 1930.

Manager, Cotton Division, Pacific  
General Sales Manager, New Jer-  
resident, McGraw-Hill Publishing  
resident, Acheson Graphite Com-  
stant Sales Manager, Brown In-  
stant Sales Manager, Walworth  
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Industrial Marketing Executives of  
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## Members

joined or revised their mem-  
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protective Association, Inc.  
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Development Co., Ltd.—New-

—Italy  
mobile and Tractor Corp.—Russia

individual

members have joined the As-  
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plymouth Cordage Co. De-  
sociated Industries of Massa-  
930.

## Extra Copies of Publications Available to Members Only on Production

- ☐ Translating Cost Data Into Cost Reduction—Pro. 79 ..... \$ .75  
By W. C. RICH, Secretary, Minneapolis Steel and Machinery Corporation.
- ☐ The Operating Executive: His Relations to the Specialized Departments—Pro. 80 ..... 75  
By ELLIOTT DUNLAP SMITH, Professor of Industrial Engineering, Sheffield Scientific School, Yale University.
- ☐ Accounting Departments—Their Functions and Relationships with Line and Staff—Pro. 82 ..... .75  
By FRANK L. SWEETSER, General Manager and Treasurer, Dutchess Manufacturing Company.
- ☐ Theories and Types of Organization—Their History, Industrial and Economic Background and Trend—Pro. 83 ..... 1.00  
By THOMAS R. JONES, The Cincinnati Milling Machine Company.

## General Management

- ☐ Market and Statistical Research as an Aid to Budgeting—G. M. 79 ..... \$ .75  
By C. F. HANSEN, Director of Research, W. T. Grant Company.
- ☐ Functions of Boards of Directors, Board Committees and Officers—G. M. 82 ..... 1.00  
By JAMES O. MCKINSEY, James O. McKinsey and Company.
- ☐ Types of Consolidations and Mergers in America and Europe—G. M. 88 ..... .75  
By DWIGHT T. FARNHAM, Manager, Industrial Department, Peat, Marwick, Mitchell & Co.
- ☐ Style and Its Relation to Budgeting—G. M. 91 ..... .75  
By WILLARD E. FREELAND, President, Freeland & Warren, Inc.

## Office Management

- ☐ Training Office Supervisors in Carrying Out the Company's Personnel Program—O. M. 31 ..... \$ .75  
By H. H. TUKEY, General Supervisor of Education and Training, Western Electric Company, Inc.
- ☐ Measuring Office Output—O. M. 32 ..... 1.00  
By MARION A. BILLS, A. C. FARRELL, H. B. HILL.
- ☐ Salary Review in a Small Office—O. M. 33 ..... .75  
By C. E. DAVIES, Assistant Secretary, American Society of Mechanical Engineers.
- ☐ Salary Administration in Henry L. Doherty & Company—O. M. 34 ..... .75  
By HAROLD B. BERGEN, D. A. STRAIGHT, ALLEN EVERETT, I. M. BREWER, H. J. McCUSKER, C. M. SHEPHERD, W. ALTON JONES.

## Marketing

- ☐ Training of Salesmen—Mark. 60 ..... \$1.00  
By PAUL G. HOFFMAN, R. F. LOVETT, P. T. McDON-  
ALD, N. G. SYMONDS.
- ☐ Mergers and Marketing—Mark. 63 ..... .75  
By A. C. HODGE, A. G. BECKER & Co.
- ☐ The Manufacturer's Relation to the Consumer,  
Retailer and Wholesaler of Today and Tomorrow  
Mark. 66 ..... 1.50  
By MARQUIS REGAN, C. H. WALKER, W. E. SMITH,  
J. R. BLOCHER, GEORGE H. WILLIAMSON and  
J. L. PALMER.
- ☐ Marketing Problems of a Food Manufacturer—  
Mark. 68 ..... .75  
By GEORGE D. OLDS, JR., General Sales Manager,  
The Hills Brothers Company.

## Financial Management

- ☐ Trends in the Functions and Composition of  
Boards of Directors—F. M. 27 ..... \$1.00  
By ERWIN H. SCHELL of the Faculties of The Grad-  
uate School of Business Administration, Harvard  
University and Massachusetts Institute of Tech-  
nology.
- ☐ Departmentalizing Management Organization  
Structures—F. M. 28 ..... .75  
By H. A. FOUNTAIN, Treasurer, The Ohio Public  
Service Co.

The Association prints a small supply of extra copies of publications in order to meet the needs of members who wish extra copies for distribution within the company.

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